

Service Stations in Heber: 8-10-05

<u>Name</u>	<u>Location</u>
Tesoro	
Maverik	
Chevron	
Sinclair	
TriValley	

Service Stations in Midway 8-10-05

TriValley



Ruby Provost  
*Parliamentarian*



Cordelia S. Luke  
*Auditor*



Emma H. Wherritt  
*Book Committee Chairman*



Marvel Murdock  
*Building Chairman*



Alice Thacker  
*Clerk and Entertainment*



LaVern Fisher  
*Relics Committee*



Josephine Moulton Todd  
*Relics Committee*



Ida Watkins  
*Relics Committee*

Members of the book & history book, "How Be...



Emma Wherritt  
*Heber, Chairman*



Hazel Giles  
*Center Creek*



LaVern Fisher  
*Heber*

# List of (27) Service Stations in Wasatch Co

Name =

Location =

Wm. Mangum (Bill's Service) @ the West Y, on Hiway 189

Kenneth Johnson **Uto**co 112 So Main Street

Ray Smith 157 So Main

Fae's Chevron 186 No Main St.

Lloyd Lawton **Uto**co 112 So " "

Tom McNaughton 670 So " "

Al's Service

Broadhead Sinclair Truck Stop

Bob Morris's Texaco Service 45 So Main St

Charles Cochran Service & Garage

Ivan's '76 Service

Ken's Texaco Service 112 So Main

Lloyd's **Uto**co " (Lawton) 112 So "

Lee's Service

Maurice Miller's Conoco

Timp View Super Service (Thomas McNaughtan) 670 So Main

Wally Atkinson's & Jay's Service

Wasatch Service Station

18 Fritz Averett's Conoco 45 So Main

At one time in the late 1950s, there were 27  
Auto Service stations in Heber City Wasatch Co.

Ref H-BUM pp 180

Maurice Miller's Conoco Service



Mr. Raymond Green  
375 E 200 N  
Heber City, UT 84032

September 2004

\*\*\*\*\*AUTO\*\* 3-DIGIT 840

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Mrs. Shirley B. Green  
375 E 200 N  
Heber City, UT 84032-1710

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Dear Mrs. Shirley B. Green,

Some time ago it was brought to my attention that you no longer wish to receive promotional offers from Reader's Digest. While it is disappointing to lose a valued customer like you, please be assured that honoring the wishes of our customers is Reader's Digest's paramount objective. We have removed your name from our list for future offers. However, I'm writing you this letter to confirm that we understood your intentions correctly. (Please note that you may receive offers that were prepared before we received your request.)

If our understanding of your request is correct, then no action is required on your part. You will not hear from us again. Please accept our thank you for trying our products and feel free to contact us if we can be of service to you at any time in the future. Of course, if we have done something to upset you, we would appreciate the opportunity to rectify the situation. Please see the box at the bottom of this letter.

If our understanding of your request is not correct and you would prefer to receive offers from Reader's Digest, please respond to this letter by the means most convenient to you:

- Return this letter in the enclosed postage-paid envelope
- Call us toll free at 1-888-738-4336
- E-mail us at [rdservice@custhelp.com](mailto:rdservice@custhelp.com)

When choosing to return this letter, please check the appropriate box below and write any comments on the back. This will help us to promptly address any concerns you may have.

Once again, thank you for your patronage.

Sincerely,

  
Edward C. Hannan III  
Associate Marketing Director

- ☐ Yes, I would like to reinstate my account with Reader's Digest. If I do have a problem I'd like you to help resolve, I have written the details on the back of this letter.
- ☐ Yes, I would like to reinstate my account with Reader's Digest at this time, but I do not wish to receive any sweepstakes opportunities.
- ☐ No, I would not like to reinstate my account at this time. If I do have a problem I'd like you to help resolve, I have written the details on the back of this letter.

Mrs. Shirley B. Green

Account Number:

3396294732





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Lewis Alexander succeeded his father as telephone manager and served until 1911 when he was followed by Sherrill Kimball. Mr. Kimball held the managership until 1914. Others were a Mr. Sullivan from 1914 to 1918; L. P. Vickers, 1918 to 1927; Tom Jones, 1927 to 1941 and Wesley C. Walton who has served since then.

There are now 14 operators, one chief operator, a service representative, a full time lineman, a part-time lineman and a custodian employed by the company in Heber. Six operators work during the day-time shift and in a day will handle some 11,000 local calls and 336 long distance calls, in addition to emergency work with the fire and police departments.

## MINING

Mining also played an important role in Heber's business picture. While the mining operations of the county have not been physically located in Heber, some 60 per cent of the employees of Park Utah Mine at Keetley came from Heber and Midway. During the height of its operation, the mine was responsible for about \$20,000 a month in payroll to residents of the two communities. The mining story is told in more detail in Chapter 16 and 32.

## TANNERY AND SHOE SHOPS

Early pioneers in Heber were without the luxury of a shoemaker, and harness makers were without the facilities of a tannery to produce leather. However, in the spring of 1863 an experienced shoemaker named Gustaf Johnson from Sweden was persuaded to move to Heber and open a shoe trade. He set up shop on the home he built at the corner of First East and Second North. It was not until 1878, however, that a tannery was established. The cooperative project was established by businessmen of the community with John Muir as superintendent and John Holfeltz of Midway as the tanner.

The bark from oak, hemlock and pine trees was used in curing the leather, and was found in abundance in the canyons. However, preparing the leather properly was a long, tedious process and the demand for footwear was so great that usually half-tanned leather was taken from the vats and used. This resulted in loose, flabby shoes in wet weather and hard, stiff leather in dry weather. The tannery building was located near what is now 565 East 2nd North.

Mr. Johnson, the first shoemaker, obtained much leather from the old tannery and made excellent shoes and boots by hand. He continued his trade until he died in 1910. A grandson, Ralph Johnson, learned the trade in the shop and made shoes for friends or relatives, but never worked on a commercial basis.

Alfred Dahlman, another pioneer shoemaker, came from Sweden



John Roberts and his son Orson, who provided 67 years of shoe making and mending service to Wasatch County. He opened this store in 1892.

in 1878 where he had learned the trade. He and John Danielson, a harness maker, set up a shop on Hatch Row where he worked for some 22 years. Mr. Dahlman sewed and made the shoes entirely by hand. He turned the ladies shoes inside out to sew them. He, like the other shoemakers, obtained leather from the tannery and later from Z.C.M.I. in Salt Lake City.

John Roberts also served the community as a pioneer shoemaker, doing his work at first by hand, making men's boots as well as men's and ladies shoes and was very competent at his work. He had learned the trade in England coming here in 1892 and worked at his little shop in Heber on First West and Second North for 27 years. After his death his son, Orson, having been trained by his father, continued in the business totaling 67 years shoe mending service by the Roberts family. Orson sold the shop in 1960 to Allen Sabey.

Other shoemakers through the years in Heber have been Carl J. E. Hertell, Royal Ellis and Roe Carlile.

### ICE BUSINESS

Refrigeration has come a long way since the first settlers built their log homes in Heber Valley. The early merchant had quite a problem to keep his food fresh, especially meat, in warm weather. The men in the ice business would use the ponds the millers had for water power. In the

... AND THE BARREN PLACE

winter when the ponds would be cut ice into 250 or 350 pound blocks to huge ice bins or houses which would generally be near the bottom, leaving about two feet of space on top with a good layer on top. To summer use. The butcher had a lot of ice were delivered as needed. There was also room for other things.

The homes also had ice delivered in fifty or sixty pounds of ice and an ice man. During the 1920's Virgil of Heber. For the convenience of home where people could get ice made ice cream or lemonade.

In 1927 Virgil sold his business.

### CHAMBER

While the merchants in the valley spirit, they have also been active in projects. One of their prime projects in 1952 of the Wasatch Chamber of Commerce.

The first organizational project was the Commercial Bank Building. with Karl O. Nielsen and Ben Gordon Mendenhall, executive. Verl Wright, J. B. Wood, Loren year directors were Maron E. bent and John A. Anderson. taker, Verdell Ritchie, K. O. 199 members of the first group promote Chamber projects.

The purpose of the first project follows: "To promise and sources, new and existing in promoting a better Wasatch County."

A contest to develop a slogan for Johnson was named winner of the Valley—Paradise of the Rockies slogan has since been used on the valley.

Many projects are promising new business and attract attention to the valley the new Wasatch Chamber of Commerce.



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winter when the ponds would freeze to about a foot thick the men would cut ice into 250 or 350 pound blocks and haul it in sleighs drawn by horses, to huge ice bins or houses where it was packed in sawdust. The bins would generally be near the place of harvest. There would be a good layer of sawdust on the bottom, the ice would be placed in the center leaving about two feet of space on all sides, then tightly packed with sawdust with a good layer on top. Tons and tons of ice were stored like this for summer use. The butcher had a well insulated room where large amounts of ice were delivered as needed. The meat would be hung in this room. There was also room for other items that needed to be kept cool.

The homes also had ice boxes or refrigerators. They would hold fifty or sixty pounds of ice and would be filled three times a week by the ice man. During the 1920's Virgil Fraughton was the congenial ice man of Heber. For the convenience of his customers he had a small ice bin at home where people could get ice on short notice for such uses as home-made ice cream or lemonade.

In 1927 Virgil sold his business to Reed Rasband.

### CHAMBER OF COMMERCE

While the merchants in Heber have always displayed a competitive spirit, they have also been able to work together on community projects. One of their prime cooperative efforts was the establishment in 1952 of the Wasatch Chamber of Commerce.

The first organizational meeting was held March 17, 1952 in the Commercial Bank Building. John A. Anderson was elected president, with Karl O. Nielsen and Berlin W. Whittaker as vice presidents and Gordon Mendenhall, executive secretary. Three year directors were Verl Wright, J. B. Wood, Lowe Ashton, Sr. and Byron Cheever. Two year directors were Maron Hiatt, Gordon Mendenhall, Clyde Broadbent and John A. Anderson. One year directors included B. W. Whittaker, Verdell Ritchie, K. O. Nielsen and Rowan C. Stutz. There were 99 members of the first group and they successfully collected \$2,500 to promote Chamber projects.

The purpose of the first group was declared in their objectives as follows: "To promise and foster our scenic attractions, natural resources, new and existing industries and any other endeavor toward promoting a better Wasatch County."

A contest to develop a county slogan was conducted and Pearl Johnson was named winner on May 2, 1952, with the slogan: "Heber Valley—Paradise of the Rockies." She received a \$25 cash award. This slogan has since been used on billboards to welcome tourists and visitors to the valley.

Many projects are promoted each year by the Chamber to stimulate new business and attract attention to Wasatch County. One of the most significant achievements by the Chamber was its activity in bringing to the valley the new Wasatch Mountain State Park.

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Presidents of the Chamber have included Mr. Anderson, 1952-53; Jess R. Walker, 1953-54; Byron Cheever, 1954-55; Harold Stevens, 1955-56; John A. Anderson, 1956-57; J. W. Jordan, 1957-58; Guy McDonald, 1958-59; Gordon Mendenhall, 1959-60 and Harold H. Smith, 1960-61 and 1961-62.

Typical of the projects sponsored by Wasatch Merchants was the Dog Sled Derby held in February, 1960. The success of the first Derby prompted the planning of another for February, 1961, but no cooperation from the weather resulted in no snow and a postponement. However, plans are going forward to make the Derby an annual event, depending on the snowfall.

The program for the February, 1960 celebration carried a list of sponsoring Wasatch merchants, and indicated the stature and diversity of business firms in the valley. Included in the list of firms were the following:

Al's Service, Aloma Motel, Anderson Implement & Hardware, Anderson's Saw Mill, Ashton Lumber & Hardware Co., Ashton Oil & Transportation Co., Alpine Club & Bronson Fuel Co., Avon Theatre, Barker's Jewelry, Beautiful Heber Valley Motel, Bill's Service, Bob's Texaco Service, Broadhead Sinclair Truck Stop, Center Farm Service, Central Utah Insurance Co., Chick's Cafe, Christensen's Store, Cluff & Huffaker, Clyde's Billiards, Cochran Garage, Coleman's Store, Crown Lunch, Dairy Queen, Eggleston Insurance Agency, El Rancho Heber Motel, Farmer's Insurance Group, Fay's Chevron Service, First Security Bank, Forsey's Variety Store, Fortie Dairy, Great Lake Timber Company, Grill Cafe, Hardy's Shop, Heber Cafe, Heber City Exchange, Heber Motor Company, Heber Hospital, Heber Valley Floral, Hicken Feed and Produce, Hilton Motel & Hilton 66 Service, Hi-Way Hotel-Motel, Homestead, Hub Cafe & Auto Court, Hylton Auto Supply, Ideal Theatre, Ivan's 76 Service, Iver's Mercantile, Jack's Glass Shop, Johnson Garage, Jordanelle & Sportsmen's Club.

Ken's Auto Supply, Ken's Texaco Service, Kenlona Motel, Koyle's Shoe Store, L. & D. Motor Supply, Lee's Service, M. & L. Shop, Mac's Motel, Maurice's Conoco Service, McDonald Cabinet & Lumber Co., Mendenhall Insurance Co., Moulton Farm Machinery, Mountain Spa, Mt. Vu Cafe, O. K. Rubber Welders, Olpin Mortuary, Clarence Olson Agency, Palace Drug, Penney's, Pikes Peak Garage, Pioneer Laundry, Ritchie Hatchery & Wasatch Motel, Rogers Motor, Inc., Rothe Lumber Company, Safeway Stores, Seiter's Bakery, Silver Hill Inn, Spencer Auto Sales, Stanley Title Company, State Farm Mutual Insurance Co., Stevens Home Furnishings, Thompson's Upholstery Shop, Timp View Super Service, Town Service and Motel, Turner Building Supply, Unigas and Appliances, Inc., Uintah Planing Mill, Valley Drug, Van's Market, Vilate's Shop, Wally's and Jay's 76 Service, Wasatch Cleaners, Wasatch Finance Company, Wasatch Market, Wasatch Service Station, Wave Publishing Company and the Y Tavern.



Dr. D. Moore Lindsay



Dr. W. R. Wherritt



Dr. Bert A. Dannenberg

Men of professional training and development of Heber City complete histories are included in this section.

Medical doctors who practice in Heber City are Dr. D. Moore Lindsay, Dr. J. W. Morton, Dr. W. R. Wherritt, Dr. Karl O. Nielson, Dr. W. Bushnell, Dr. E. G. Wright